



## PRESS RELEASE

### Robert Giraud Wines - India Launch

**Delhi, November 2016**, On 16th November, a new Bordeaux wine was launched in India by the name of Robert Giraud Wines. John Lujan, export director, Robert Giraud, showcased nine variants from the company to an exclusive, invite only audience. The event was a private event where there were nine distinct stations set up for each of the wines present. On this occasion, John commented ***"Many factors lead us to believe that India will be a key wine market. There is the rapid growth in wine consumption, the potential size of the market and the interest from the local consumers who are keen to find out more about wine"***

The guests could walk to each table, understand about the variant at display and taste the same in John's company. At service were canape's paired with each of the variants which were revealed and displayed at evening.

These wines are being imported and distributed in India by Lakeforest Wines and the house of Robert Giraud Wines is represented & Marketed by Fermentras India.

On this occasion Mr. Neeraj Sachdeva, Managing Director, Lakeforest Wines, said ***"We were scouting to partner with a world renowned French brand for wines especially from the Bordeaux region and have signed up with Robert Giraud wines which fits our portfolio beautifully"***

Present at the event was also Mr. Rukn Luthra from Fermentras India, who proudly commented ***"We represent Robert Giraud Wines in the Indian Sub-continent region and were pleased to appoint Lakeforest Wines for Robert Giraud in India. We hope it will be a winning combination in the years to come."***

## **ABOUT THE WINE VARIANTS**

1. Robert Giraud Cabernet Sauvignon - Big & full bodied on the palate. The aftertaste is marked by lots of ripe tannin and finishes with a hint of spice
2. Robert Giraud Merlot - Well balanced, intense and fruity on the palate, hints of prunes, tannins are soft and finely textured. Thirst quenching, easy to drink.
3. Robert Giraud Chardonnay Colombard - Full bodied, with honeyed aftertaste. Smooth, elegant and powerful.
4. Robert Giraud Sauvignon Blanc - Hints of blackcurrant, citrus fruit and tropical fruit with hints of acacia honey on the aftertaste. The wines also tend to develop smoky and toasty hints as they age.
5. Baron de Vassal - Well developed, refined bouquet with elegant floral qualities. Smooth, fruity, refreshingly pleasant with good acidity, this wine has a long aromatic aftertaste.
6. Chateau Romfort - A garnet red wine with a well-defined bouquet reminiscent of red fruit. On the palate, the wine is soft, round, with a velvety tannin.
7. La Collection Medoc - Nose, fine and elegant, reminiscent of blackberries with notes of strawberries and spices. Well crafted, round and fruity with a long "minty" aftertaste.
8. La Collection Margaux - An intense and powerful nose with red fruits, vanilla and toasted aromas. This is a full bodied wine with a good balance and ripe tannins
9. Chateau Tonneret - Fine nose, extremely appealing wine with an intense purple colour. The bouquet is quite fruity and especially attractive due to its long, fruity aftertaste development on the palate.

## **ABOUT ROBERT GIRAUD**

Robert Giraud SAS is a family run and owned Bordeaux wine producing company with a history of wine making going back to the 18th Century. The company headquarters is based at the prestigious Chateau Timberlay dating back to 1366. The family owns, manages and exclusively distributes 5 Chateaux with a total of 150 hectares of vines in several Bordeaux appellations. The company is well known for producing authentic, quality

driven individual wines representative of the different terroirs. This quest for quality and ecological production has been recognized in the Terra Visit Certification for ecological wines.

### **ABOUT LAKEFOREST WINES**

Established in 2006, Lakeforest Wines group is into the business of import, retail and distribution of beer, wine and spirits. LFW is the brainchild of Neeraj Sachdeva, who oversees operations and profit & loss in full capacity as the Managing Director. In just a decade, LFW has now grown into one of the most successful ventures in Indian liquor industry.

### **ABOUT FERMENTRAS**

With a rich understanding of the "wines" & "spirits" industry in India and beyond, Fermentras aims to make the journey to India smooth and fruitful for International brands and companies. It's a company which is a one-stop-shop for all things wine & spirits. Fermentras represents many International brands and assists them in the route to market, brand building and brand awareness.